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A.W.

PATENT APPLICATION

Attorney Docket No. 24122-377

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

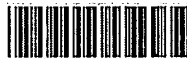
ASSIGNEE : e-centives, Inc.  
SERIAL NUMBER : 09/925,218 EXAMINER : (unknown)  
FILING DATE : August 8, 2001 ART UNIT : 2641  
FOR : PRODUCT NORMALIZATION

Assistant Commissioner for Patents  
Washington, DC 20231

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SEP 24 2002  
Technology Center 2600

REVOCATION AND NEW POWER OF ATTORNEY

e-centives, Inc., owner of the entire right, title and interest in, to and under the above-identified application by virtual of an assignment recorded on August 8, 2001, on Reel 012069, frames 0979-0983, hereby revokes any and all former powers of attorney and appoints the attorneys and agents associated with Customer Number



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PATENT & TRADEMARK OFFICE

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as Assignee's attorneys with full power of substitution and revocation to take any and all action necessary with regard to the above-identified patent application.

Address all telephone calls to James G. Gatto at telephone number 703-464-8182.

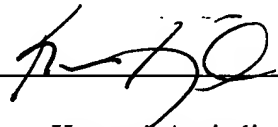
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Mintz, Levin, Cohn, Ferris, Glovsky, and Popeo, P.C.  
12010 Sunset Hills Road, Suite 900  
Reston, Virginia 20190

ASSIGNEE: e-centives, Inc.  
SERIAL NO.: 09/925,218  
DOCKET NO.: 24122-377

The undersigned hereby declares that all statements made herein of his own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001 and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

**E-CENTIVES, INC.**

By:   
Name: Kamran Amjadi  
Title: Chairman & CEO  
Date: 9/19/02